



The StratEdge

MARKETRIX



»»» Table of Contents

01

THARUN S

"Future-Proofing Your Business: The Role of AI in Transforming Market Strategies"

page: 01

02

SAMEERA FATIMA

"SKETCHING"
page: 05

07

BUSINESS NEWS

"SKETCHING"
page: 17

03

VEDANT SINGH

"Titan- Creating Memorable Campaigns!"

page: 06

04

ASHWIN KAUR

"PAINTING"

page: 07



05

VASUKI JARDYAL

"THE SCOPE OF STARTUP"

page: 07

06

DR.INDU SHARMA

"Glimpse of Budget for Viksit Bharat 2024"

page: 10





*“Future-Proofing Your Business:
The Role of AI in Transforming
Market Strategies”*

In an era marked by rapid technological advancements, businesses are constantly searching for ways to stay ahead of the curve. Artificial Intelligence (AI) has emerged as a pivotal force in transforming market strategies, providing innovative solutions that help businesses future-proof their operations. This article delves into how AI is reshaping market strategies and what businesses can do to leverage this technology for sustainable growth.

AI's Impact on Market Strategies

Proactive Adaptation AI enables businesses to proactively adapt to market dynamics by analyzing vast amounts of data to identify emerging trends and consumer preferences. This foresight allows companies to adjust their strategies swiftly, ensuring they remain competitive and responsive to evolving market conditions

Accurate Forecasting AI-powered predictive analytics provides businesses with precise forecasts of market trends, customer behavior, and demand fluctuations. By analyzing historical data and real-time information, AI algorithms can anticipate future scenarios with greater accuracy.

Enhanced Customer Engagement AI enhances customer engagement through personalized interactions and tailored marketing campaigns. By analyzing customer data, AI enables businesses to deliver targeted messages and recommendations that resonate with individual preferences.

Operational Efficiency AI-driven automation streamlines operational processes, reducing manual effort and optimizing resource allocation. Automation enhances productivity across various functions, from customer service to supply chain management, allowing businesses to operate more efficiently and cost-effectively.



AI-Driven Marketing Strategies

Precision Targeting and Personalization

AI enhances marketing effectiveness by analyzing vast amounts of customer data to deliver precise and personalized campaigns. This means marketing messages are tailored to individual preferences and behaviors, resulting in higher engagement rates and stronger customer loyalty. By targeting specific segments with relevant content, businesses can maximize the impact of their marketing efforts and build more meaningful relationships with their audience.

Real-Time Optimization

AI enables businesses to continuously optimize their marketing strategies based on real-time data and performance metrics. By monitoring campaign effectiveness and market conditions, AI algorithms can make immediate adjustments to enhance performance. This dynamic approach ensures that marketing efforts are always aligned with current trends and consumer preferences, improving return on investment and adaptability in a rapidly changing market.

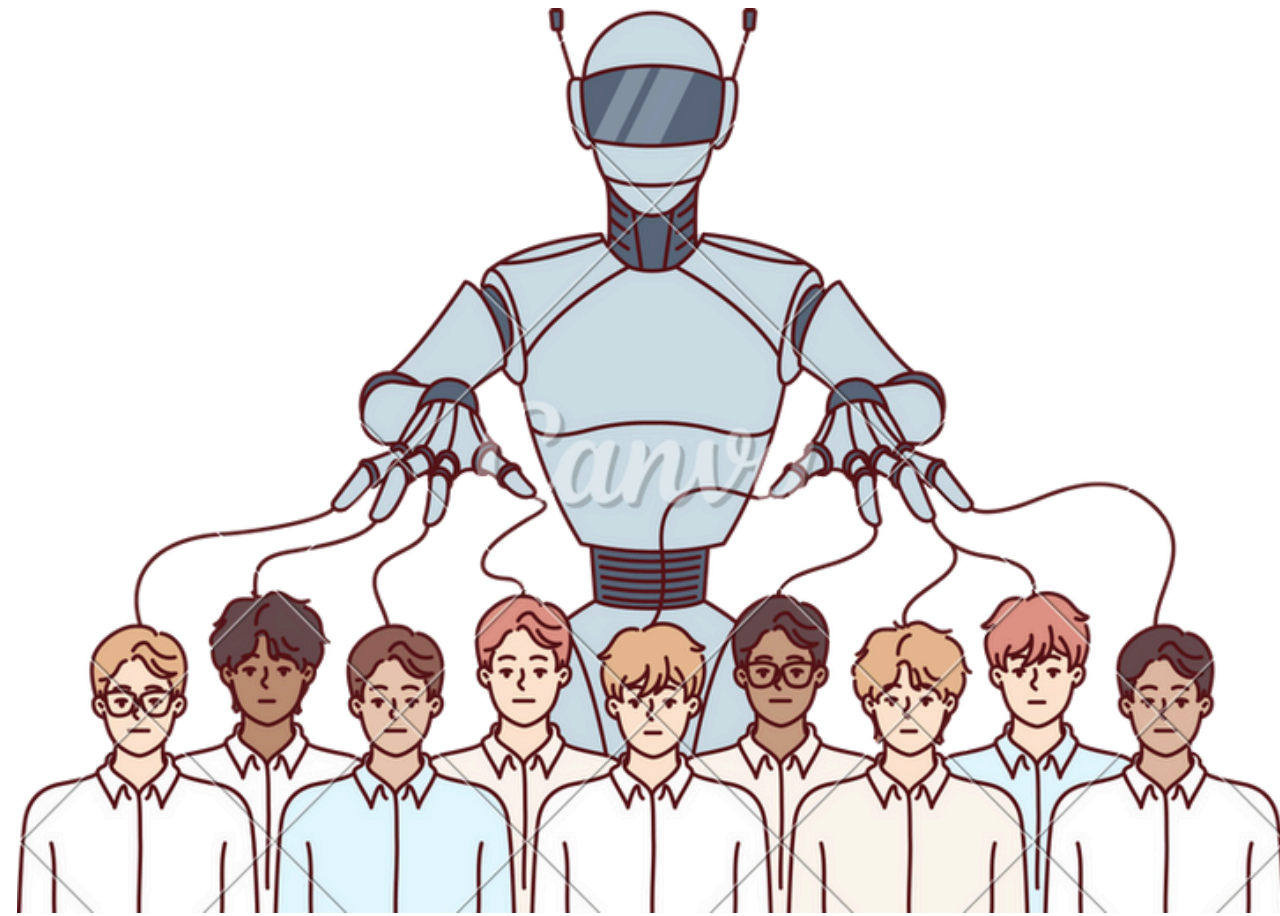
Enhanced Customer Insights

AI provides deep insights into customer behavior, preferences, and emerging trends through advanced data analysis. By leveraging predictive analytics, businesses can anticipate future customer needs and market shifts. This foresight allows companies to proactively adjust their strategies, optimize product offerings, and stay ahead of competitors, ensuring they are well-positioned to meet evolving demands and capitalize on new opportunities.

Automated Customer Engagement

AI-powered chatbots and virtual assistants streamline customer interactions by automating responses and providing personalized service around the clock. These tools handle a range of customer queries and issues efficiently, improving service quality and consistency. Automation reduces the workload on human staff, allowing them to focus on more complex tasks, while maintaining high levels of customer satisfaction and engagement.

The Future of AI in Market Strategies



● Enhanced Predictive Analytics

The future of AI in market strategies lies in its advanced predictive analytics capabilities. AI will increasingly utilize machine learning and big data to forecast market trends with greater accuracy. By analyzing historical data, real-time market signals, and consumer behavior, AI can predict future trends, demand shifts, and potential disruptions. This foresight enables businesses to proactively adjust their strategies, optimize inventory, and allocate resources efficiently, ensuring they remain competitive and agile in a rapidly evolving market.

● Greater Personalization and Customer Insights

AI is set to revolutionize personalization by leveraging more sophisticated algorithms and richer datasets. Future AI systems will offer even more granular insights into individual customer preferences and behaviors. This enhanced understanding will allow businesses to deliver highly personalized marketing messages, product recommendations, and experiences. By continuously learning from customer interactions,

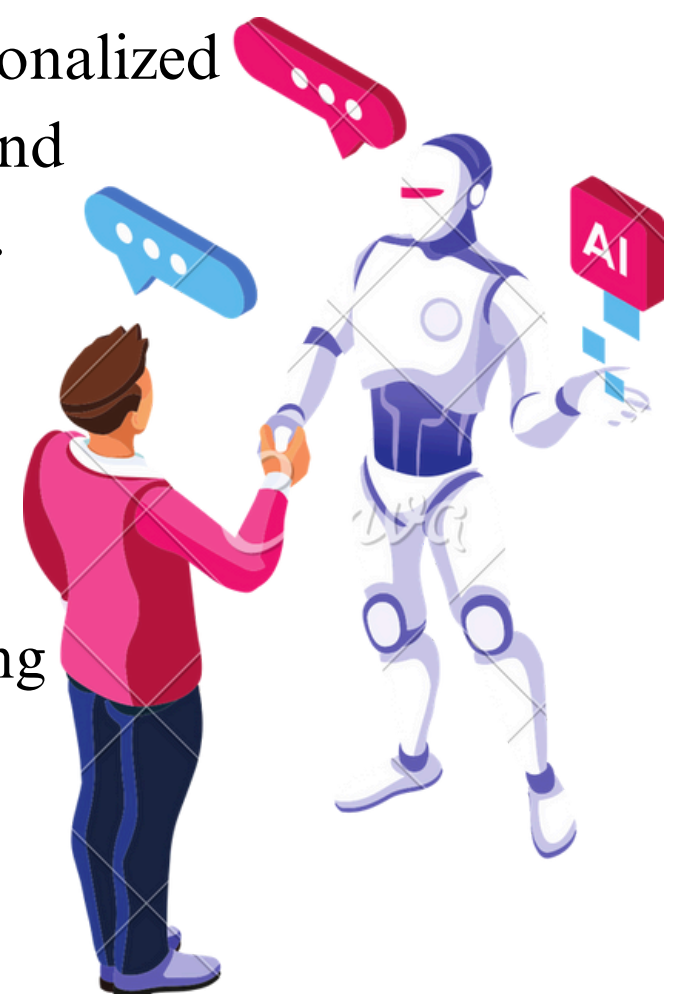
● Integration of AI with Emerging Technologies

The integration of AI with other emerging technologies, such as the Internet of Things (IoT) and blockchain, will further transform market strategies. For example, AI combined with IoT can provide real-time insights into consumer behavior and product usage, enabling more accurate forecasting and personalized marketing. Blockchain technology can enhance AI's transparency and trustworthiness by ensuring data integrity and secure transactions.

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● Automation and Operational Efficiency

Future advancements in AI will continue to enhance automation and operational efficiency. AI will automate more complex processes beyond routine tasks, such as strategic decision-making and dynamic pricing. Automation will streamline marketing operations, reduce costs, and increase productivity.



● **Real-Time Market Adaptation**

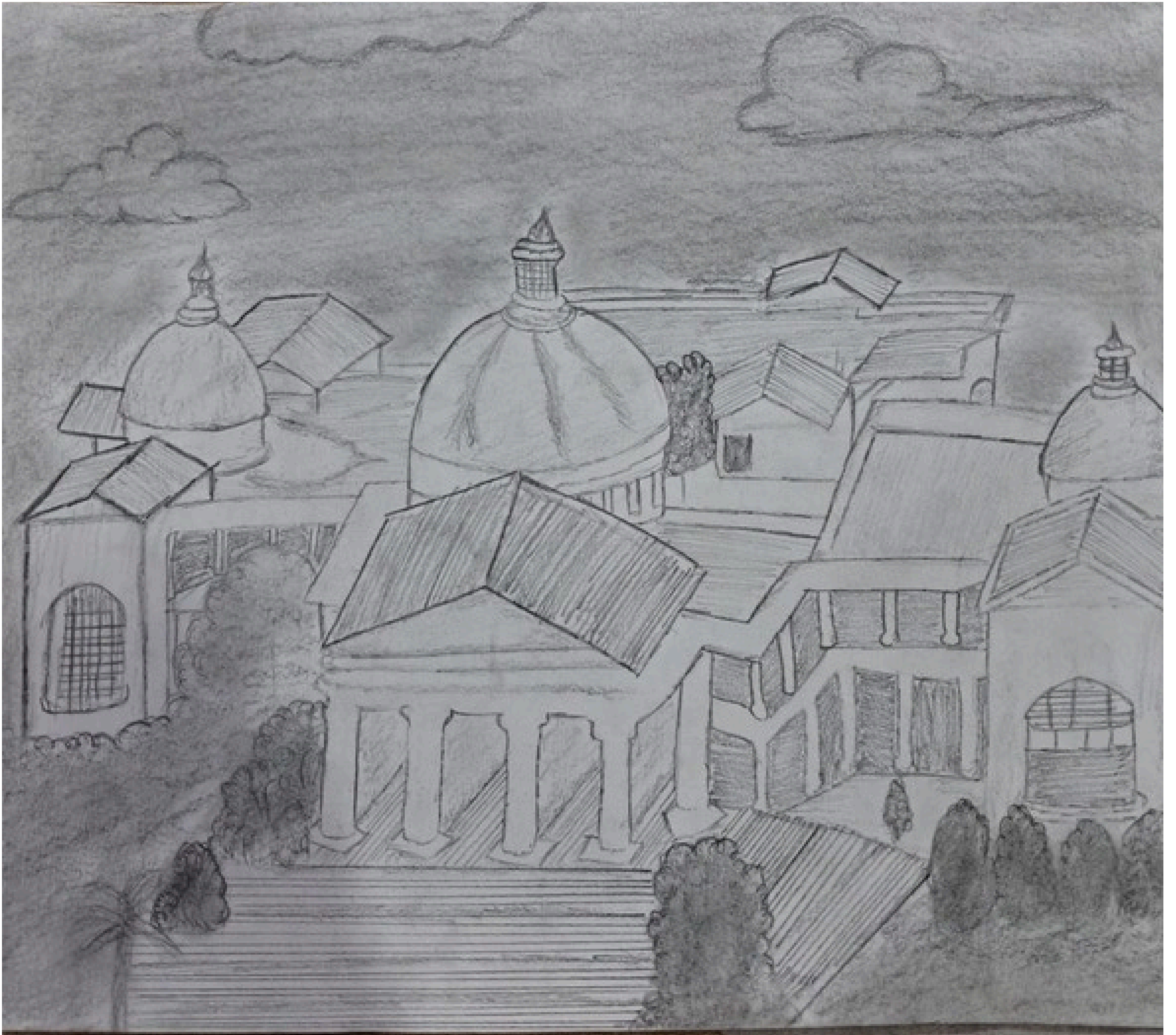
AI's future capabilities will enable even faster and more accurate real-time market adaptation. AI systems will be able to analyze live data streams and adjust marketing strategies instantaneously, responding to changes in consumer behavior, market conditions, and competitive actions. This real-time adaptability will help businesses stay ahead of market trends, optimize their strategies on the fly, and maintain a competitive advantage in a fast-paced environment.



Tharun S

BBA 3rd Sem

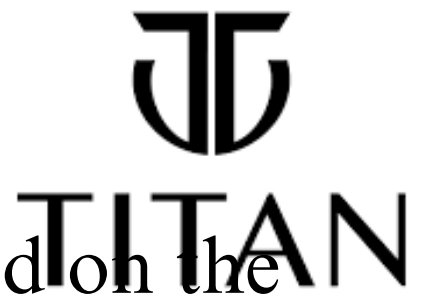




Sameera Fatima
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Titan- Creating Memorable Campaigns!



“The Joy of Gifting Time”

One of Titan’s most iconic campaigns, this series of commercials emphasized on the emotional value of gifting a Titan watch.

One commercial from this campaign displayed a class full of students bidding “Farewell” to their professor, who was leaving the institution. In doing so, they collaborated with a few other faculty members and gifted their professor a file of pictures and memories, along with a Titan watch! This evoked the mixed emotions of joy, sadness of a farewell, empathy, and gratitude to a whole new level in its viewers. “The Joy of Gifting Time” indeed positioned Titan watches as thoughtful and cherished gifts.

“Be More”

Starring Bollywood actor Amir Khan, this commercial encourages its viewers to push their limits and strive for excellence. Emphasizing on the phrase “Be born every day” and “Be More”, Amir Khan inspires millions to strive for excellence and greatness (in his “Ghajini” look) through this commercial. The result? It has captured Titan’s brand philosophy- aspire to be more in life and embody the spirit of growth and self-improvement- in a fantastic way!

“Break the Bias”

A revolutionarily bold commercial, “Break the Bias” showcases the minds of a vast population to still be biased towards perceiving female success in the workspace because of deception, manipulation and politics. It highlights how women’s dedication and commitment towards work is undermined simply because they are considered different from male workers, and thus, it reminds us that each member of any organization should be evaluated based on their dedication towards excellence at work, rather than discriminating them based on their gender, or any other metric.

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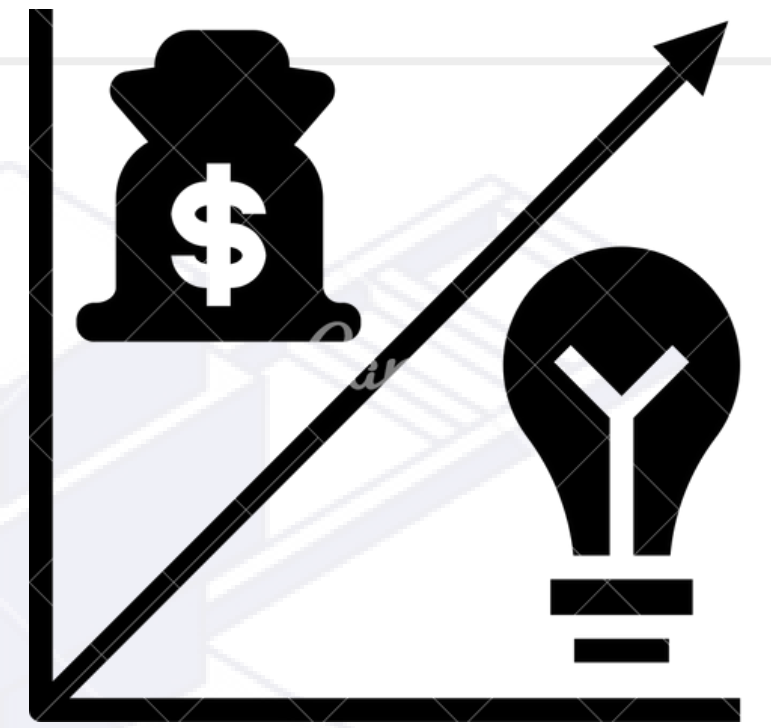




Ashwin Kaur
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Sem-II



The Scope of Startups



There is promising start up business entities that have emerged as a major characteristic of the present-day economy. Basically, they are unearthing new market and restructuring industries through their creativity and applying disruptive technologies. Startups can be present in every conceivable industry, business model, and area of geography. Here's an in-depth look at the scope of startups and the opportunities and challenges they present: -

Broad Industry Applications

- **Technology:** These are the fields like software engineering, artificial intelligence & machine learning, block chain technology, cyber security and others. Innovation is usually driven by startups as the latter is considered the main technological driver that may change the society.
- **Sustainability:** The environmental and social impact start-ups are those that address such issues as climate change, excessive generation of waste, energy production and consumption, and so on launches ideas.

Business Model Diversity

Subscription-Based: Some players like SaaS (Software as a Service) enterprises employ models that demand from the clients small, even perpetual, cash outlay so that they may be allowed to use the firm's services or demands.

Marketplace: Marketplaces, those which link or forward buyer and seller like many online businesses, and gig economy platforms, cost commission per transaction.

Innovation and Disruption

Introducing New Technologies: Thus, novelties in the spheres of AI, blockchain, and other industries can modify the expectations of the industries and establish new market job.

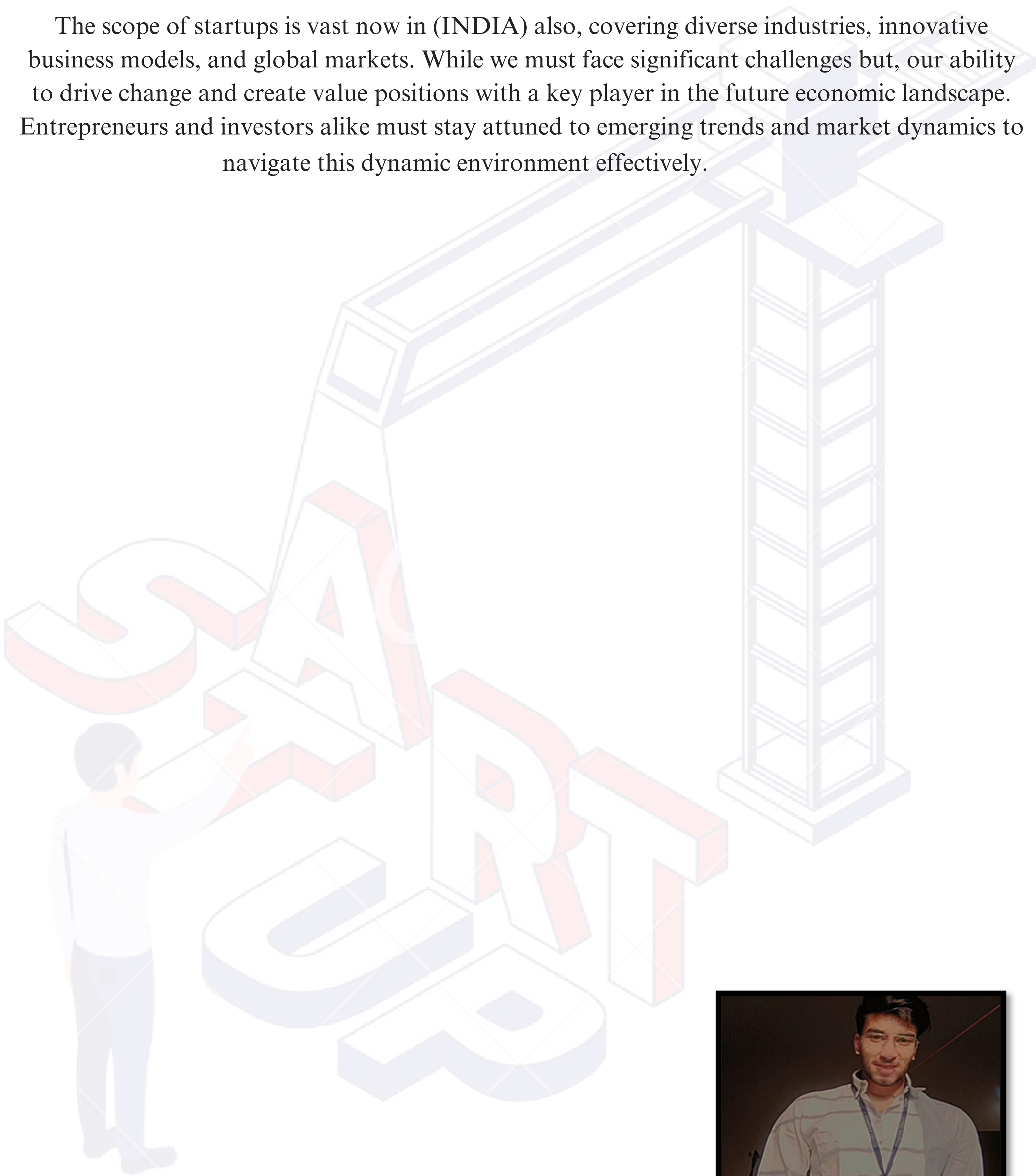
- **Enhancing User Experience:** A lot of startups introduce changes related to customer relations and customer service, offering new levels of convenience to the users.

Challenges and Risks

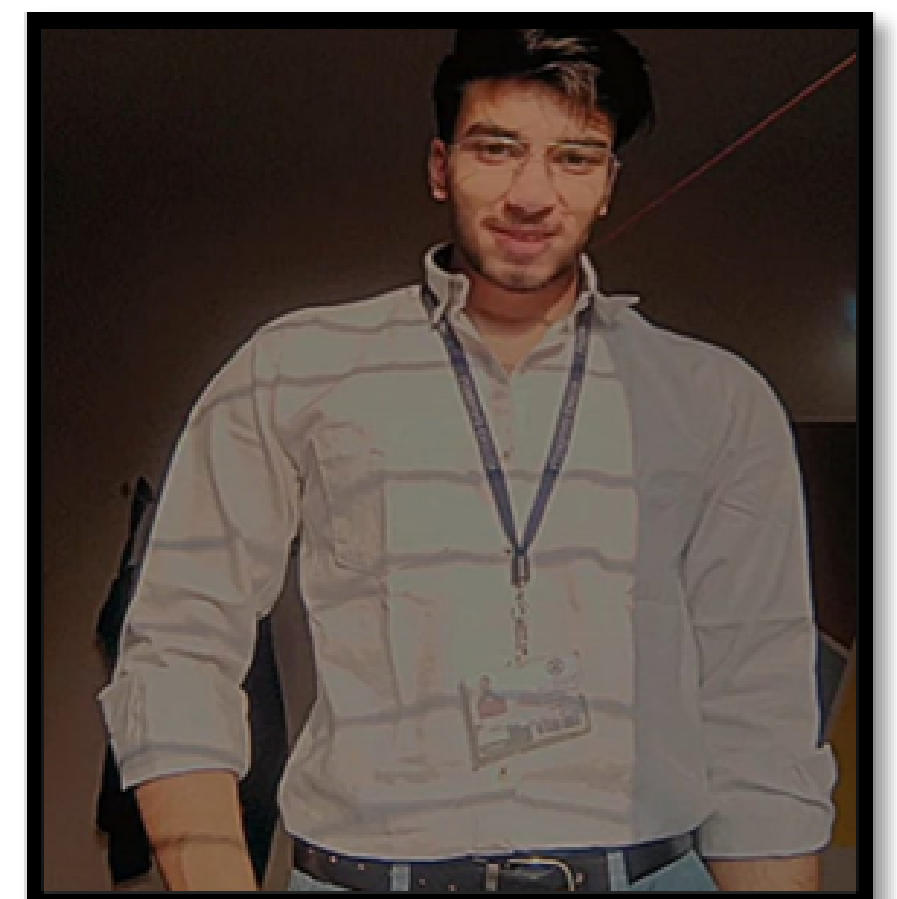
Funding: Securing initial capital and managing cash flow can be significant hurdles. Many startups rely on venture capital, crowdfunding, or angel investors.

Competition: The startup ecosystem is highly competitive, with numerous players vying for market and innovation leadership.

The scope of startups is vast now in (INDIA) also, covering diverse industries, innovative business models, and global markets. While we must face significant challenges but, our ability to drive change and create value positions with a key player in the future economic landscape. Entrepreneurs and investors alike must stay attuned to emerging trends and market dynamics to navigate this dynamic environment effectively.



VASUKI JARDYAL
BBA III Sem.



Glimpse of Budget for Viksit Bharat 2024

Taking the political agenda, domestic and international growth budget 2024-24 itself is with uniqueness and integration was introduced twice as interim and final in other words pre and post Lok Sabha election as the ruling government has seen a huge expenditure and promises to take care off to deliver the expectations for a unified agenda of **VIKSIT BHARAT 2024**

Having seen the two improved cycle of the budget for a better future and better Bharat and globe. This year the budget was presented twice ; interim and final Feb 1, 2024 and 23rd July 2024 . Shift and the trigger for budget seems to be election results as discussed in various forums and media sources. However plan for the Viksit Bhart 2024 has seen the revised rise in the estimated spend for the regular budget presentation to the nation to 54,744 crore compared to the interim budget. The total expenditure, initially estimated at Rs 47.65 lakh crore in the interim budget, has been revised to Rs 48.20 lakh crore.

With an increase in the spend estimation from the last FY 23-24 to this FY 24- 25 by 6% with an estimation of 47,65 lakh crore in Feb 2024. With an estimation of tax collection form direct tax is approximately 22 lakh as compared to interim budget to the final is 10.43 lakh crore. The entire shift with an increase in the net gain of 1.2 lakh with receipt from the RBI dividend. Infrastructure development being the focus from the past 4 years the Government is also positive with the GDP growth estimation 173.82 lakh crore for FY 2024 compared to FY 2023 160.71 lakh crore with an objective for Focus of the budget employment, skilling, MSMEs, and middle class in other words we can say Garib' (Poor), 'Mahilayen' (Women), 'Yuva' (Youth) and 'Annadata' (Farmer).



Country is focusing on the development of the economy and international trade in this line government aimed at bringing many agreement on free trade agreement. Also we are trying to develop relation with Pacific Island Countries (PIC). Creation of transport and economic corridor for the. In fact, on the economic diplomatic front, the Indian government's budgetary allocation remains somewhat static compared to the previous fiscal year, except for a few highs and lows. Custom duty reduced on gold by 6% and hardware like mobile and charger etc. by 15%.

With an allocation of 1.5 lakh crore to states as interest free long term – loan for better infrastructure. Considering Yuva being the asset of the nation PM suggested running special campaigns in every university and college in India to connect more youth with this campaign. Subsequently, the government launched the 'Ideas Portal' related to Viksit Bharat to provide suggestions on five different themes.

Budget 2024 is trying to change the education ground as the government is planning to increase the school education budget by 500 cr and cutting the higher education budget by 9600cr. Model Skill Loan Scheme is expected to be revised to benefit with government backed – guaranteed loan for 25000 students annually. The eligibility criteria is loan amount up to 10, 000 in domestic institutions with will be revised to facilitate loans up to ₹7.5 lakh with government-backed guarantees, benefiting 25,000 students annually. For those ineligible for existing schemes, financial support for loans up to ₹10 lakh for higher education in domestic institutions will be provided, with e-vouchers offering annual interest subsidy for 1 lakh students each year at 3 % rate. Also the government has introduced 2 lakh crore for internship for enhancing the employment opportunities and making students employable. To enhance the employability on job training and compulsory stipend of 5000 will really help the youth and improve their job prospects.

Since RBI data is revealing outstanding education loan is 96, 847 crore for FY 23-24 and 82,723 in 22-23 and also observed most of the loans are for overseas education . Hence it will be a good initiative of the government to help the domestic education institutions and students planning to do studies in India by lowering the interest rates on education loans, reducing the financial burden on students.

Taking care of the women in the budget the government has decided to provide the following:

- ₹3 lakh cr. Schemes for women,
- Drone facility to Self-help group to women.
- Urging state government to reduce the stamp duty on the property purchased by the women.
- Nirbhaya Fund – For women safety the allocation of fund is doubled from 100cr. to 200 cr.
- Mission Shakti from ₹2,325 crore to ₹3,146 crore Beti Bachao Beti Padhao, Nari Adalat, Mahila Police
- Budget allocation for SAMARTHYA that will take care of the projects like Shakti Sadan Shakhi Niwas - hostel facility for working women , under Palna which comes under National Creche Scheme, etc, has raised the budget form 1,863.85 crore to ₹2,516.97 crore in FY25.



For MSME and young entrepreneurs :

MUDRA loan - A scheme by GOI to help in getting finance to improve the entrepreneurs finance requirement the limit is increased from 10 to 20 lakh.

Atam Nirbhar Bhart -reducing custom duty on parts and benefiting the MSME and manufacturing sectors sector specific benefits for having reduced custom duty to improve the local manufacturing.

MSME budget is reduced by 2 crore

Property tax or the assets (unlisted financial asset) tax under the 24-25 budget for Viksit Bharat, LTCG on assets and property was earlier 20% with indexation benefit.

However now the rate is 12.5 % with no indexation (CII) benefit. Indexation is for large scale owners and the change in the gold rates by reducing the custom duty to 5% from 10 % by creating a sort of artificial inflation. This is merely an exercise to simplify the calculation and align with the GST. Whereas if we see the calculation done with the help of CII then tax benefit is reduced, burden is increased and only a superficial reduction in the tax rate on the same cost. For corporate and individual – Buy back of shares are considered as dividend and are taxed after 1st October 2024. Since the buy back of shares was earlier taxed in the hands of company . Dividend distribution tax has be removed on dividend and now its in the hand of recipient from the point of taxation. As per section 115 QA of Finance Act was in case of unlisted companies with 20% on dividend income and this new change is expected to bring benefit for unlisted companies to avoid DDT (Dividend distribution tax).Foreign shares / ESOPS are required to be disclosed mandatorily 10,00 000 penalty however now with the help of this budget 2024 with movable asset and it will have no penalty.



Dr. Indu Sharma
Assistant Professor in Marketing

JULY 2024

BUSINESS NEWS

UNION BUDGET 2024

Finance Minister Nirmala Sitharaman presented the Union Budget on July 23, with major focus areas including fiscal incentives for the pharmaceutical sector, tax reforms, and significant allocations for infrastructure development.

ECONOMIC SURVEY 2024

The Economic Survey projected a GDP growth rate of 6.5-7% for FY25 and highlighted that inflation is under control. It emphasized the need for increased private investment and sustainable agricultural policies.

Small Business Challenges

The challenges faced by small and medium enterprises (SMEs) were underscored, particularly in accessing finance and dealing with regulatory burdens, which impact their growth potential.

RELIGARE ENTERPRISES TAKEOVER BATTLE

Burman family's attempt to acquire Religare Enterprises faced fierce resistance from the company's executive chairperson, Rashmi Saluja, leading to a corporate showdown involving regulatory scrutiny by SEBI.

AMAZON'S INVESTMENT

Amazon announced a significant expansion in India, committing an additional \$15 billion by 2030, highlighting its aggressive growth strategy despite previous setbacks.

IndiGo's Financial Performance

IndiGo reported a 12% year-on-year decline in profit for Q1 FY25, although its revenue increased by 17%, reflecting the ongoing challenges in the aviation sector.

FMCG SECTOR STRUGGLES

The FMCG sector is experiencing stress, particularly in rural markets, with continuous volume declines since 2022. This sector's performance is seen as a barometer of the broader consumption economy.

PATANJALI'S NEW STRATEGY

Despite challenges, including a Supreme Court ruling against misleading health claims, Patanjali Ayurved is crafting a new growth strategy aiming for a turnover of Rs 1 lakh crore by 2028.

PRIVATE SECTOR JOB CREATION

The Economic Survey highlighted that job creation is primarily occurring in the private sector, emphasizing the need for collaboration between the central government, state governments, and private enterprises to meet rising aspirations.

AGRICULTURAL REFORMS

The survey also called for a comprehensive dialogue on agricultural policies, stressing the need to re-orient subsidies and support systems to enhance productivity and sustainability in farming.

TO OUR READERS ...

In the ever-evolving landscape of marketing, staying informed and adapting to the latest trends and insights is paramount. We understand the value of your time and appreciate your choice to stay updated with our newsletter, trusting us to provide you with relevant and valuable information.

In the world of marketing, we face unprecedented challenges, opportunities, and transformations. As Alliance University students, we aspire to become future leaders in this field, and your readership will inspire us to strive for excellence. Your feedback, suggestions, and support will enrich our learning experience, pushing us to explore new horizons in marketing.

It is our mission to create content that resonates with your interests and helps you navigate the complex and dynamic world of marketing.

We are excited to continue this journey with you, sharing the latest marketing trends, case studies, insights, and strategies that will empower you to succeed in your marketing endeavors. Your engagement and involvement are pivotal in shaping the future direction of our newsletter.

In closing, we want to express our gratitude on behalf of the entire MARKETRIX student team. Thank you for allowing us to be part of your journey in marketing. We look forward to your continued support and interaction, and we eagerly await your feedback and suggestions to make this newsletter an even more invaluable resource for you.

Wishing you success and prosperity in your marketing pursuits.

Regards
Team Marketrix.



ACKNOWLEDGEMENT

At Marketrix Club we are delighted to bring this edition of our club newsletter and take a moment to extend our sincere gratitude to Alliance University.

We pay our heartfelt gratitude to the Leadership team of Alliance University: Prof. Premanand Shetty, Chancellor; Mr. Abhay G. Chebbi, Pro-Chancellor; Dr. B Priestly Shan, Vice-Chancellor ; Dr. Ray Titus, Pro Vice-Chancellor (Incubation and Innovation) & Dean, Alliance School of Business, for providing us with this opportunity, encouragement and motivation.

Our marketing newsletter would not be what it is today without our faculty and fellow students' tireless efforts, expertise, and dedication. Your unwavering support and active involvement have been the cornerstone of our achievement, and we are profoundly thankful for your content contributions.

We would also like to thank our Area Chair of Marketing, Dr. Mrinmoy Bhattacharjee, for guiding and giving us valuable feedback and insights.

This newsletter represents the spirit of collaboration and learning that thrives within our academic community. All this would not have been possible without the support and guidance of Dr. Indu Sharma, Assistant Professor and faculty coordinator of Marketrix Club. Her contribution to idea generation, conceptualizing, and continuous guidance to bring the newsletter to its final shape since its launch till date.

Our fellow students' enthusiasm, creativity, and fresh perspectives have breathed life into our newsletter. Their articles, research, and collaborative efforts have made our publication dynamic and engaging. It's their diversity of thought and shared passion for marketing that made our newsletter a true reflection of the Marketrix student community.

We want to acknowledge the long hours, brainstorming sessions, and dedication that went into every article, design, and section. The commitment to the success of our newsletter is truly commendable by the editing and designing team.

In conclusion, we want to express our heartfelt gratitude to all the faculty and students who have contributed their content for the newsletter. Together, we have created a valuable resource for the entire academic community, and we look forward to the continued growth and excellence of our institution as one.

Thanking Department of Students Support Services for communication and other related activities for sincere efforts and support.

Thank you all team members for your commitment, dedication, and support. We couldn't have done it without you.

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Designed And Compiled by -

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FACULTY EDITOR

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WE INVITE YOUR ARTICLES AND OTHER VARIETIES OF CONTENT FOR
OUR NEXT EDITION

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